

Message Text

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INFO OCT-01 AF-06 ISO-00 EB-07 PCH-02 AGR-10 /026 R

DRAFTED BY COM/BIC/OIM/AF/PWMICHELINI/BWS

APPROVED BY EB/OCA/CM/BEBYRON

COM/BIC/OIM/AF/SKMILLER

COM/BIC/OIM/PC/EESHAW

STATE/AF/ESP/LWHITE

STATE/EB/CBA/OCA/AWALLACE (INFO)

COM/BIC/OIM/EM/JTDOYLE

COM/BIC/OIM/SAD/JMURRIN

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FM SECSTATE WASHDC

TO AMEMBASSY ABIDJAN

AMEMBASSY ACCRA

AMEMBASSY ADDIS ABABA

AMEMBASSY BANGUI

AMCONSUL CAPE TOWN

AMEMBASSY DAKAR

AMEMBASSY DAR ES SALAAM

AMCONSUL DOUALA

AMCONSUL DURBAN

AMEMBASSY FREETOWN

AMEMBASSY GABORONE

AMCONSUL IBADAN

AMCONSUL JOHANNESBURG

AMCONSUL KADUNA

AMEMBASSY KHARTOUM

AMEMBASSY KINSHASA

AMEMBASSY LAGOS

AMEMBASSY LIBREVILLE

AMEMBASSY LOME

AMEMBASSY MAPUTO

AMCONSUL LUBUMBASHI

AMEMBASSY LUSAKA

AMEMBASSY MONROVIA

AMEMBASSY NAIROBI

AMEMBASSY NOUAKCHOTT

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AMEMBASSY PRETORIA

AMEMBASSY TANANARIVE
AMEMBASSY YAOUNDE
AMCONSUL ASMARA BY POUCH

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E.O. 11652: N/A

TAGS: BEXP, XA

SUBJECT: PROJECTED FY 1977 TRADE PROMOTION SCHEDULE AFRICA

REF: STATE 294627; USDOC 18573; ABIDJAN 10927, ACCRA 8410;
ADDIS ABABA 14591; BANGUI 136; DAKAR 557; DAR ESSALAAM
5558; FREETOWN 3137; GABORONE 1703; KHARTOUM 2915;
KINSHASA 11024; LAGOS 12679; LPBREVILLE 2080; LOME 2813;
LOURENCO MARQUES 1364; LUBUMBASHI 228, LUSAKA 2476;
MONROVIA 676; NAIROBI 10977; NOUAKCHOTT 2571; PRETORIA 5015;
PRETORIA 5016; TANANARIVE 2109; YAOUNDE 4274

1. BASED ON GUIDELINES MENTIONED STATE 294627 AND USDOC
18573 AND POSTS RESPONSE TO SAID REFTELS COMMERCE HAS PUT
TOGETHER PROJECTED FISCAL YEAR 1977 TRADE PROMOTION
SCHEDULE FOR AFRICA. THE PROJECTED PROGRAM REFLECTS THE
SUGGESTIONS AND RECOMMENDATIONS MADE BY THE POSTS IN THEIR
REFTELS TO THE MAXIMUM EXTENT POSSIBLE CONSISTENT WITH A
BALANCED PROGRAM OF FINITE PROPORTIONS.

2. IN CERTAIN INSTANCES EVENTS TIMING AND ITINERARY HAVE
BEEN MODIFIED TO REFLECT POST INPUT. TO ENSURE AS
FEW CHANGES AS POSSIBLE IN LISTED PROGRAM ALTERNATE

ITINERARY SITES HAVE BEEN SELECTED FOR MANY EVENTS IN
CASE ANY PROPOSED COUNTRIES SHOULD WITHDRAW FROM AN EVENT.
POSTS IN ALTERNATE COUNTRIES WOULD THEN BE ASKED IF THE
PROPOSED EVENT IS SUITABLE FOR THEM.

3. DUE TO VERY STRONG POST DEMAND FOR INTEGRATED AGRI-
BUSINESS TECHNICAL SALES SEMINAR AND UNLIKELIHOOD THAT
LAGOS INTERNATIONAL TRADE FAIR WILL BE HELD DURING FY 1977
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COMMERCE HAS TENTATIVELY DROPPED LAGOS FAIR FROM FY 1977
PROGRAM AND TENTATIVELY ADDED SECOND AGRIBUSINESS TECHNICAL
SALES SEMINAR TO BE HELD IN SEPTEMBER 1977. SHOULD
LAGOS FAIR BE HELD DURING FY 1977 IT WILL BE REINSTATED
TO TRADE PROMOTION SCHEDULE AND SECOND AGRIBUSINESS
TECHNICAL SALES SEMINAR POSTPONED TO EARLY IN FY 1978
PROGRAM. AFFECTED POSTS, INCLUDING CAMEROON AND ZAIRE
AS ALTERNATES, ASKED TO INFORM COMMERCE OF ACCEPTABILITY

OF PROPOSED EVENT AND ITS TIMING.

4. ALL ACTION POSTS WHICH ARE LISTED AS PARTICIPATING IN
FY 1977 PROGRAM ARE REQUESTED TO CABLE COMMERCE BY
FEBRUARY 15 OF THEIR CONCURRENCE TO PROJECTED TRADE
PROMOTION SCHEDULE FOR THEIR COUNTRY. POSTS FOR COUNTRIES
WHICH HAVE BEEN LISTED AS ALTERNATES SHOULD CONCUR LIKE-
WISE WITH COUNTRIES FOR WHICH MORE THAN ONE EVENT SCHED-
ULED LISTING ORDER OF EVENT PREFERENCE.

TYPE OF

- DATE THEME EVENT ITINERARY ALTERNATIVE

NOV. 1976 FOOD PRO- TRADE CAMEROON ZAIRE

- CESSING AND MISSION IVORY COAST GHANA

- PACKAGING KENYA

NOV. 1976 PRINTING CATALOG NIGERIA

- AND GRAPHIC SHOW GHANA

- ARTS

NOV. 1976 METALWORK- PRODUCT SOUTH

- ING AND LITERA- AFRICA

- FINISHING TURE

- DISPLAY

DEC. 1976 INTEGRATED TECHNICAL GABON ZAMBIA

- AGRIBUSI- SALES NIGERIA

- NESS SEMINAR SUDAN

AN. 1977 WOODWORKING CATALOG MALAGASY LIBERIA

- EQUIPMENT SHOW ZAIRE

FEB. 1977 PRINTING PRODUCT SOUTH

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- AND GRAPHIC LITERA- AFRICA

- ARTS TURE

- DISPLAY

FEB. 1977 MOTOR CATALOG NIGERIA

- VEHICLE SHOW ZAMBIA

- MAINTENANCE ZAIRE

MARCH 1977 HEALTH CARE TRADE KENYA GABON

- MISSION NIGERIA

ZAIRE

MAY 1977 COMMERCIAL TECHNICAL GHANA MAURITAN

- FISHING SALES LIBERIA SENEGAL

- SEMINAR NIGERIA MOZAMBIQ

MAY 1977 SPORTING PRODUCT SOUTH

- GOODS AND LITERA- AFRICA
- TOYS TURE
- DISPLAY

JUNE 1977 ENERGY TECHNICAL BOTSWANA GABON

- SYSTEMS SALES IVORY COAST KENYA
- SEMINAR ZAIRE

JULY 1977 CONSUMER CATALOG LIBERIA GHANA

- GOODS SHOW SIERRA TOGO
- LEONE

AUG. 1977 AUTOMOTIVE PRODUCT SOUTH

- MAINTENANCE LITERA- AFRICA
- AND REPAIR TURE
- DISPLAY

AUG. 1977 BUILDING CATALOG SUDAN BOTSWANA

- SUPPLIES SHOW NIGERIA ETHIOPIA
- AND EQUIP- ZAIRE
- MENT

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SEPT. 1977 MATERIALS TRADE GHANA LIBERIA

- HANDLING MISSION NIGERIA
- EQUIPMENT MOZAMBIQUE

SEPT. 1977 INTEGRATED TECHNICAL KENYA CAMEROON

- AGRIBUSINESS SALES IVORY COAST ZAIRE
- SEMINAR ETHIOPIA

INGERSOLL

NOTE BY OCT: POUCHED.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 11 FEB 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STATE033116
Document Source: CORE
Document Unique ID: 00
Drafter: BIC/OIM/AF/PWMICHELINI/BWS
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760052-0229
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760259/aaaabzow.tel
Line Count: 211
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 294627, 76 ABIDJAN 10927, 76 ACCRA 8410
Review Action: RELEASED, APPROVED
Review Authority: housmasa
Review Comment: n/a
Review Content Flags:
Review Date: 25 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <25 JUN 2004 by oatisao>; APPROVED <30 SEP 2004 by housmasa>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PROJECTED FY 1977 TRADE PROMOTION SCHEDULE AFRICA
TAGS: BEXP, XA
To: ABIDJAN MULTIPLE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006